

USER PERSONA

Peter J Demarko

Senior technical writer

Sharer, safety-minded

SCENARIO

- I want to read on industry news and share information with my colleagues, but I hate giving my email to do this. I am looking for something that respects my privacy.

GOALS

- Share knowledge

AGE 63

GENDER Male

EDUCATION

Bachelor of arts, history

LIKES



Privacy

DISLIKES



*Giving email,
navigating
nested con-
tent*

DEVICE

Mac M1, dual
monitor

BROWSER

Safari

ACCESSIBILITY

Hearing impairment

SKILL LEVEL

Low